

**DRAFT MINUTES**  
**WESTWOOD VILLAGE IMPROVEMENT ASSOCIATION**  
**GENERAL MEETING of the**  
**BOARD OF DIRECTORS**  
**January 18, 2018**

The General Meeting of the WVIA was called to order at 8:33 am at 1039 Glendon Avenue.

**ROLL CALL**

Board Members Present: Jim Brooks, Kevin Crummy Jessica Dabney, Peter Clinco, John Heidt, Bill Tucker, Dean Abell, James Wroblewski, Denise Garcia  
Board Members Absent: Patrick Nally, Michael Beck, Josh Weisman, Kifishia Kawachi  
WVIA Staff Present: Andrew Thomas, Megan Furey, Niki Svara  
Others Present: Roxane Stern, Phil Gabriel, Steve Sann, Jasmine Shamolian, Marlon Walker, Kasey Shuda, Eric Geier, Dalida Arakelian, Carmen Healy, Katherine Watson-Fry, Joe Silver

**I. Roll Call**

**II. Report from Board Chair**

Jim Brooks welcomed the Board and the public to the meeting.

**III. Report from Staff**

Andrew Thomas gave a brief overview of the meeting's agenda and went through the materials included in the Board Meeting packet. Andrew also updated the Board on the Broxton public parking structure, the Parking Benefit District, the \$5 After 5PM parking promotion program, the annual homeless count, the 2017 WVIA audit, and the WVIA office space.

**IV. Public Input**

The Board heard general public comment from Phil Gabriel, Steve Sann, and Dalida Arakelian

**V. Committee Reports**

*Clean, Safe, and Beautiful (met 1/12/18)*

*Business Attraction and Retention Committee (met 1/16/18)*

Bill Tucker gave the report for the Clean, Safe, and Beautiful Committee. Jessica Dabney gave the report for the Business Attraction and Retention Committee.

**VI. Consent Calendar**

**A. Approval of Minutes (11/18/18 Board Meeting**

**B. Financial Statements for the Periods Ending 11/30/17 and 12/31/17**

**C. Information Item: Board Attendance Report**

Moved by John Heidt, seconded by Bill Tucker, a motion to approve the Consent Calendar. Motion passed unanimously.

**VII. Open Session Agenda Items – All Items May Result in Board Action** (please note that public comment is limited to 2 minutes per individual item).

**A. Metro Purple Line Extension**

*The WVIA Board will hear an update from Metro regarding the Purple Line Extension*

Kasey Schuda, Marlon Walker, and Eric Geier from Metro updated the Board on the construction schedule for Phase 3 of the Metro Purple Line Extension. Advanced Utility Relocation will begin in March/April 2018 and

continue until 2020. This work will be completed during off-peak hours. Peak-hour work begins in 2020 and will continue through 2026. Metro committed to keeping the WVIA Board and committees informed and also to work to promote Westwood businesses during construction.

## **B. WVIA Officer Elections**

*The WVIA Board will elect a Treasurer*

John Heidt withdrew his name from consideration for WVIA Treasurer. After discussion, Jessica Dabney made the motion, seconded by Peter Clinco, to elect Kevin Crummy as WVIA Treasurer. All in favor.

## **C. 2018 Goals for the Clean, Safe, and Beautiful Committee**

*The Clean, Safe, and Beautiful Committee will present its 2018 goals to the WVIA Board.*

Committee Chair Bill Tucker informed the Board of current goals determined by the Clean, Safe, and Beautiful Committee.

- Create a Monthly Operations Report
- Engage with Project for Public Spaces to complete place-making in the district
- Direct 2018 Great Street Initiative work in the district to complete crosswalk improvements on Westwood Blvd and potentially median island work, intersection ADA ramps, and curb repair
- Complete a map of district infrastructure
- Repair/Install Westwood Village Farmers Market bollards
- Explore creating a Parklet
- Explore creating a Plaza
- Explore ways to make Block by Block services more effective and efficient
- Promote the Westwood Village Everywhere app with business owners and managers to encourage use
- Complete RFPs for tree trimming and landscaping
- Explore ways to improve homeless response/services
- Make clear the expectations for homeless response/services
- Complete a review of signage requirements in Westwood and recommend a uniform program that is easily adopted and approved
- Evaluate general safety in the district
- Complete, or encourage, sidewalk repair in the district
- Complete infrastructure improvements including: curb painting, utility box wraps, tree wells, Westwood Blvd landscaping,
- Explore scrambled crosswalks and other crosswalk improvements
- Add holiday elements in the district

The Committee determined to prioritize its goals at a future meeting.

## **D. 2018 Goals for the Business Attraction and Retention Committee**

*The Business Attraction and Retention Committee will present its 2018 goals to the WVIA Board.*

Committee member Jessica Dabney informed the Board of current goals determined by the Business Attraction and Retention Committee.

- Create a monthly Marketing Report
- Complete a marketing survey for Westwood Village stakeholders and Westwood neighbors, explore opportunities for greater merchant engagement and involvement
- Complete a map showing property ownership, occupancy, and vacancy
- Identify Westwood art and architectural points of interest and great a self-guided tour for the website
- Invite CD-5 to a Committee meeting to discuss district impacts from Prop 64
- Revise the definition of food per the Westwood Village Specific Plan, and set a timetable for an entire Plan review
- Begin visioning for the district by inviting UCLA, CD5, the Mayor's Office, and Metro to speak to the Committee. Explore ways to enhance and encourage district entertainment
- Events: Hold a broker event to promote Westwood, research holding a lunchtime concert series on North Broxton in the Spring, research additional events like art show, car shows, host and grow the Westwood

Village/UCLA Block Party, explore a First-Friday type event, explore holiday activities, décor, and programming, explore sponsorship opportunities for businesses and property owners

- Westwood Village Farmers Market: deliver quarterly market updates that include key data and benchmarking, invite Farmer Mark to a near-future Committee meeting, the Committee takes a market tour, explore moving the market location
- Complete an RFP for printing and design services
- Review potential to create monument signage in the district

### **VIII. Adjourn**

The meeting adjourned at 10:09 a.m.

The undersigned certify that these minutes were approved and adopted at the WVIA Board of Directors meeting on \_\_\_\_\_.

\_\_\_\_\_  
Chair of the Meeting/James Brooks

\_\_\_\_\_  
Secretary of the Meeting/Kifishia Kawachi